

EDMONTON

Additional copies of this leaflet may be obtained free of charge from the **Edmonton Tourist Bureau, Provincial Building**, or from **Graham W. Curtis, City Industrial Commissioner, Civic Block, Edmonton**.



Imperial Leduc No. 3 blowing into production

MARCHES

Ahead



SOME UP-TO-DATE FACTS ABOUT EDMONTON ALBERTA

Edmonton Has Everything

Fed by the most fabulous array of resources in North America, it faces a future of unlimited possibilities grounded on agriculture and reaching out beyond its amazing civic, construction and business growth, and looking forward confidently to the development of oil, mining, aviation and military projects.

The pioneering founders of this Alberta capital—in their wildest dreams—could not have envisioned the astonishing developments that have made their fort on the river a big oil centre, Canada's fastest-growing city and leading aviation hub, and the gateway to northwestern mineral riches.

Still less could they have foreseen the future that promises to be Edmonton's in the great years that lie beyond this booming summer of 1948. Let's take a comprehensive look at the Edmonton picture, present and future.

We'll start with resources—oil, coal, gold, uranium, base metals, oil sands, agriculture, natural gas, tourist attractions. We'll continue with development—in aviation, business and industry, power, construction, military projects, population. We'll conclude with a glance at the sound civic administration underlying development.

CANADA'S No. 1 OILFIELD

A few miles southwest of the city lies Canada's new \$300,000,000 oilfield. Already the Edmonton-Leduc field's assured normal daily output of nearly 12,000 barrels equals the actual output of Turner Valley field. The Edmonton field will be by far the Dominion's top producer before the end of 1948, and 140 miles east is Canada's third largest field, Lloydminster. The two boosted prairie production by 784,000 barrels in the first third of 1948 compared with 1947.

Just east of the city limits. Imperial Oil's \$8,700,000, 6,000-barrel refinery is already in partial operation. The announced \$2,500,000 expansion to 11,000-barrel daily capacity will make the refinery Imperial's second largest in Western Canada.

Planning to spend \$54,000,000 in Alberta in 1948, Imperial also plans for the near future a \$5,000,000 lubricant plant at the Edmonton refinery and a \$35,000,000 oil pipeline from the Edmonton field to Regina.

Forty-six geophysical exploration parties are spending \$700,000 monthly on a continuing oil search centred at Edmonton. Oil development in the district is paying \$1,500,000 a year to oil workers. Edmonton is the Imperial Oil purchasing centre for three refineries in Alberta and the sub-Arctic, for a provincial marketing division, for field developments, and for a huge pipeline subsidiary.

This oil development is expected to boost 1948 Alberta oil production beyond the 1942 peak of 10,000,000 barrels to make Alberta the top oil producer of the British Empire by the end of 1949, and to add millions yearly to the prosperity of this district, and to make Edmonton the "Oil Capital" of Canada.

NORTH MINING GROWING

Edmonton is the gateway to this continent's last frontier—the Northwest. At Yellowknife, gold mines will be milling 800 tons daily by fall; at Great Bear Lake, one mine is taking atomic bomb and nuclear energy raw materials from one of the world's two greatest sources of uranium and radium.

Northern mining development, which has also found rare metals like tantalum and columbium, is served by its own sub-Arctic oilfield and refinery at Norman Wells, and by its own hydro-electric power developments. Supplying the needs of the north net Edmonton businesses and industries millions yearly.

Edmonton is underlain with vast beds of coal, and Alberta, with an estimated 50,000,000,000 tons, has nearly half Canada's coal reserves. Production of hydrocarbon fuels from Alberta's coal in huge plants is a probable future industry. Three hundred miles north of Edmonton, at McMurray, lie oil sand beds conservatively estimated to contain oil reserves greater than any other known oil reserves in the world, only awaiting the solution to the problem of economic recovery.

AGRICULTURE

The Edmonton area is one of the richest and most productive mixed farming districts on the continent. Look at these significant facts.

Edmonton possesses the greatest agricultural hinterland of any city in Canada. During the last war, Edmonton district produced, processed and shipped 25 per cent of the total of bacon for Britain. In 1947, Alberta produced more hogs than the two other western provinces combined, and two-thirds of those hogs, valued at nearly \$25,400,000, were marketed in Edmonton and processed at the four city packing plants.

Edmonton's Claude Gallinger, at a May auction of Shorthorn bulls, got the highest average price recorded in North America in the first five months of 1948. Buyers came from eight states and four western provinces.

The Edmonton area netted a big share when in the first quarter of 1948 Alberta farmers got a cash income of \$69,489,000 from their products—the highest in the western provinces. Again the area shared largely

when Alberta poultrymen produced to mid-summer in 1948, 2,500,000 pounds of surplus eggs for export.

NATURAL GAS

Edmonton is served by the Viking-Kinsella-Fabyan field, estimated recently to have a reserve of 994 billion cubic feet.

Edmonton consumers obtain natural gas fuel **at the cheapest rate of any city in Canada** and second lowest on the American continent. Gas reserves of the Edmonton-Leduc oilfield are estimated at 389 billion, and proven and probable reserves of Alberta at 3,618 billion.

The natural gas company with headquarters at Edmonton (the Northwestern Utilities Limited) is spending a total of \$2,300,000 in 1948 in plant and lines expansions.

TOURIST ATTRACTIONS

Edmonton offers tourists from all parts of North America access to Jasper National Park amid the scenic grandeur of the Canadian Rockies, to storied Yukon and Alaska via the Alaska Highway (the Alaska Highway Traffic Board is located in Edmonton) to Banff National Park via the Jasper-Banff Highway, and to the Arctic land of the Eskimo via airline or leisurely river and lake boats. Besides the network of highways, the city and territory are served by the two Canada-wide rail lines, as well as one to the north, and by two nation-wide airlines, Canadian Pacific and Trans-Canada, which operate East, West, South, North and northwest through Edmonton.

TRANS CANADA HIGHWAY YELLOWHEAD ROUTE

The proposed Yellowhead Route, Trans Canada highway system via Edmonton will pass through the most thickly populated areas, serve the Northwest Territories with its rich stores of available minerals. It will have four national parks and five provincial parks on its route, boasting of Canada's finest scenic wonders through the magnificent Yellowhead Pass, which is the lowest navigable pass in the Rockies, lower by almost 800 feet and providing immense savings in lower gradients. The Yellowhead Route will serve two great Pacific ports—Vancouver, just 800 miles from Edmonton, and Prince Rupert—serving Canada's greatest oilfield at Edmonton. A strategic military highway—the Yellowhead route is the all-Canadian highway that will play an important actual and essential part in Canada's economy. The benefit of this highway to the Canadian Northwest is inestimable in its value to every citizen, regardless of vocation.

FIRST IN AVIATION

Edmonton, the first municipal airport in Canada, can lay claim to be Canada's No. 1 aviation centre. Here's why.

In the first quarter of 1948, 3,000,000 pounds of air freight and several thousand passengers were handled through the city's \$10,000,000 airport. Commercial plane land-

ings-departures, increasing monthly since the war's end, hit 8,043 in May. This year they may top 1943's 82,500—highest in North America that year.

In 1947, this airport led all Canada in freight tonnage and commercial-military air miles flown. Edmonton handles more freight by air than any other city in the world. Of the tonnage handled in the first quarter of 1948, 2,512,000 pounds went north via C.P.A. Aviation is estimated to be worth \$12,000,000 to city businesses annually.

The airport is a stopping point on the Northwest Airlines service operating four times weekly both ways between the United States and the Orient on the short, safe, inland route through the northwest.

Eight miles north of the city is Namao airport, among the five largest on the continent, built during the war at a cost of \$7,000,000. A five-year plan is going to make it the main R.C.A.F. station in the west—the western counterpart of the East's Trenton, long the hub of Canadian Air Force activity. Edmonton is the headquarters of North West Air Command, the largest command in the Dominion.

Also one of the largest army centres in Canada, this city is the headquarters of Western Army Command, and one of the main bases for Arctic defence preparations.

INDUSTRY, BUILDING

Alberta's capital is growing industrially. Its plants turn out such products as airplanes, diesel tugs for northern waterways, farm machinery, truck bodies, work and sport garments, cereals, clothing, biscuits and meat products for export and home consumption. Its business turnover is currently showing greater gains than any other city in Canada. Eager to encourage industries to build here, the city council has appointed an industrial commissioner, Graham W. Curtis, of Montreal, who organized the C.P.R.'s industrial department in 1913.

Business turnover is reflected in bank clearings. These totalled \$700,000,000 in 1947, a large increase over 1946, and \$313,511,000 in the first five months of 1948, heading for a new peak.

For industries, Edmonton offers raw products, cheap fuel and power. With 30,000 new kilowatts added to its capacity, the city plant will, in 1948, be the largest steam power unit in Canada, with a total of 70,000 kilowatts. In 1947, for city consumption, it generated an all-time high of 167,246,600 kilowatt hours.

To keep pace with all this tremendous development of area resources, business and industry, Edmonton is pushing the greatest building boom in her history. Building permits for 1948 are expected to reach \$16,000,000 and top the 1947 figure by a million. Up to June 30th, permits totalled \$11,128,535, \$3,500,000 above the figure for the first half of 1947.

Among large buildings under construction or projected for early start are a \$6,000,000, 15-storey, 540-room hotel; a \$4,000,000 federal administration building; a \$2,000,000 university hospital extension; a \$1,168,000 university library; \$500,000 extensions to

Hudson's Bay Company department store and Sick's Brewing plant; a half million C.N.R. freight terminus.

With the city's population expected to grow from 118,541 to 128,000 in 1948 on top of a decade of growth unsurpassed in Canada, home building is going wide open. Since the war's end 4,100 new homes have been built here. In the first half of 1948, permits for 961 homes valued at \$5,559,500 were issued. The 1948 total is expected to reach 1,900 homes at a cost of \$12,000,000, giving Edmonton this year the highest number of new homes per 1,000 population in Canada.

SOUND CIVIC PROGRAM

Edmonton's city administration is on a sound basis. Stabilization of the mill rate for the past six years at 49.5 has been made possible by a high rate of tax collection, an eight-year rise in city assessment to \$83,376,715, a pay-as-you-go policy, steady gains in revenues from five city-owned utilities. In a decade, per capita debenture debt has been reduced by nearly 50 per cent.

Expenditures on utilities are going up, too, to meet steadily increasing demands running into astronomical figures. For 1948, estimated expenditures on capital construction and cur-

rent operations are \$13,904,456. Much of this will go for more trolley buses, a new bridge, 5,780 new telephone lines, utilities expansion and paving, and to civic workers who drew \$4,495,000 in wages last year.

Every fact and every figure emphasizes that Edmonton faces as great a future as any city in Canada, or in North America for that matter. **It's the future metropolis of the North.**

The capital of the Province of Alberta and the seat of the Provincial Government, Edmonton is also the site of the University of Alberta, the educational standards of which are highly rated.

Spread along the banks of the beautiful Saskatchewan River valley under sunny skies, Edmonton is a healthy city. Its health record is one of the best in Canada, the infant mortality rate one of the lowest on the continent. Marriage and birth rates are rising, death rates and disease incidence in general are declining.

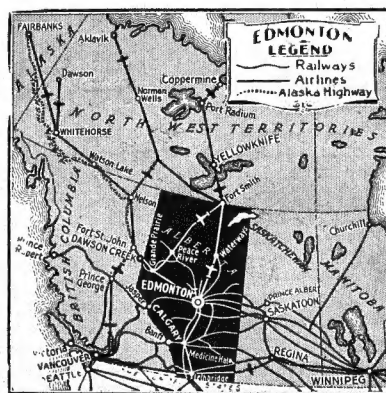
Edmonton athletic parks, swimming pools, and championship golf courses provide Edmontonians with recreational facilities which are among the finest in Canada.

And in this city where more than 60 per cent of the homes are occupied by owners, western friendliness and hospitality are as plentiful as the fresh air and sunshine.

EDMONTON

MILEAGES

VANCOUVER - - 770 Miles
WINNIPEG - - - 802 Miles
FAIRBANKS - - 2004 Miles
Alaska
GREAT FALLS - 527 Miles
U S A



**Strategically Located as the
Manufacturing and Distributing
Centre for Western Canada**

... situated on the edge of Canada's great new oilfield—in close proximity to natural resources essential to industry, served by inexhaustible supplies of natural gas and coal for industrial and domestic use. Edmonton is geographically located as the natural distribution centre for Western Canada, well served by all transportation mediums. Edmonton is the gateway to the rapidly expanding North West. In every way Edmonton is the city that is out front and going places.

FOR COMPLETE INFORMATION WRITE
GRAHAM W. CURTIS
INDUSTRIAL COMMISSIONER
CITY OF EDMONTON, ALBERTA